

# A FRIENDLY GUIDE-BOOK TO THE WANAMAKER STORE



**PHILADELPHIA**

**1914**



# THE WANAMAKER STORE IN PHILADELPHIA

“A Landmark of Labor and a  
Signature in Stone to the Power  
of Concentration and Co-oper-  
ation in Mercantile Pursuits,  
under Freedom of Competi-  
tion and the Blessing of God.”

*From the inscription on the Tablet of Dedication  
for the New House of Business,  
written by President William Howard Taft.*

Published by  
JOHN WANAMAKER  
Philadelphia

THIRD EDITION

1914



# *The Wanamaker Store in Philadelphia*

*is visited every year by thousands  
of sight-seers from all over the  
world, whose unanimous feeling is  
voiced in their admiring comment:*

*“ This is the most wonderful  
store in the world ! ”*

*To guide visitors to the points  
of chief interest in this great  
building, and to recall to them  
afterward what they have seen  
here, this little book is made.*

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*Nineteen Hundred  
and Fourteen*



# HOW THE NEW WANAMAKER BUILDING CAME TO BE

FOR many years there was a famous Philadelphia landmark at the corner of Sixth and Market (then High) Streets—the home of George Washington while he was President of the United States. The building later became the Schuylkill Bank, an institution memorable in the city's financial history, and in time gave place to "Oak Hall," the men's clothing store which in 1861 marked the beginning of John Wanamaker's business career.

VIVIDLY interesting is the story of the evolution of that great business during the following fifty years, as told in the first "Golden Book of the Wanamaker Stores." When its growth demanded larger quarters it was moved up to its present site, the corner of Market and Thirteenth Streets, where Philadelphia's first High School had once stood. The ground was at that time occupied by the Pennsylvania Railroad Freight Station.

ALTHOUGH this place was then, in 1876, many blocks from the heart of the city, the wisdom of choosing it as the Store's site was not long in being vindicated. The "Grand Depot," as the new store was called, was a notable building in its day, but in time proved too small for the mercantile activity that developed within it. In a few years the Store had pushed through to Chestnut Street—across the alley that used to divide the block—and by 1883 occupied the whole block from Market to Chestnut, between Thirteenth and Juniper Streets. And by the early nineties it was evident that another and larger building must supplant the Grand Depot.

ON February 22, 1902, the first spadeful of earth was turned for the foundations of the present Wanamaker Store—the largest and most beautiful building in the world devoted to retail merchandising. During the ten years required to build, business went on without interruption, one section of the new structure being erected at a time, until the whole was completed and occupied by the end of 1911—the Golden Jubilee Year of the Wanamaker Stores.

# THE GRAND COURT

## *Beauty, Dignity and Spaciousness the Central Features of This House of Business*

**F**IRST to claim the admiration of the visitor who enters the Store is the spacious Grand Court, rising from the Main Floor in the center of the Store and containing the Great Organ—the largest organ in the world. The Court is 112 feet long and 66 feet wide, and around the several galleries which open on it on seven floors not fewer than twenty-five thousand people can listen to the playing of the organ.

On the occasion of the dedication of the Store at the close of the Jubilee Year—December 30, 1911—the Grand Court, cleared of its counters and cases, was the scene of the brilliant ceremonies. More than thirty-five thousand invited guests thronged Court and galleries. On a platform erected on the west side of the Court were seated the special guests and speakers, including eminent Federal, State and City officials, foreign ambassadors, representatives of the Army and the Navy, well-known bankers, merchants and professional men, and other distinguished in various capacities. Mayor Blankenburg presided, and Governor Tener introduced President William Howard Taft, who made the Dedicatory Address. The Wanamaker Chorus of 500 voices sang two odes whose words and music were written especially for the Dedication; the Great Organ and the various Wanamaker musical organizations—bands and orchestra—furnished other music. It was a noteworthy occasion, full of color and interest for all those who took part in it, but memorable chiefly because of the honoring visit of the President of the United States.

The architecture of the Court is Ionic and Corinthian, its dome rising 150 feet above a series of Italian and Greek marble arches. From these arches classic and stately columns rise, floor above floor toward the higher series of groined arches which support the lofty dome. The floor is paved with Tennessee marble.

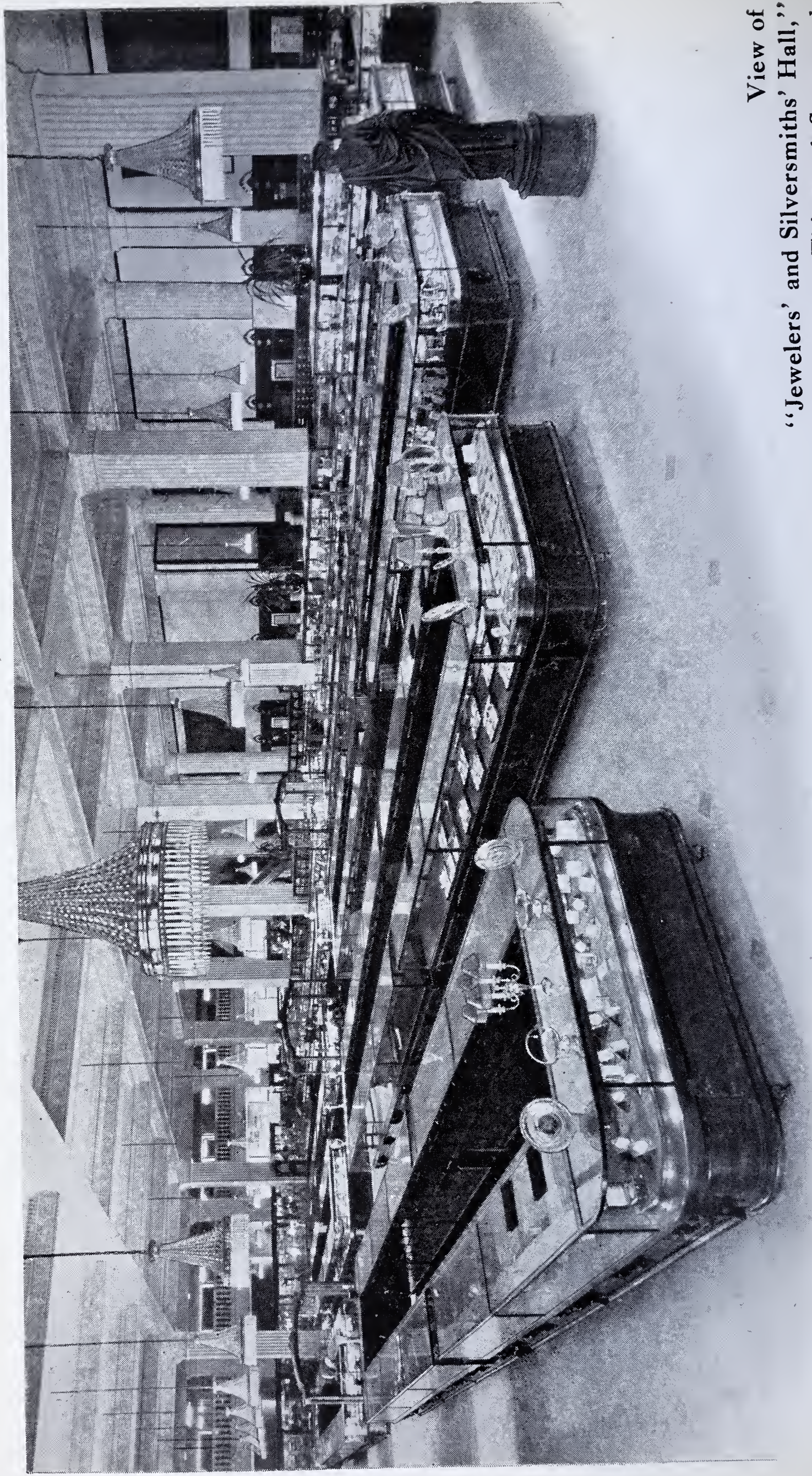
The south end of the Court contains a gallery, above which is the organ loft; the gallery itself is for the use of the orchestra of the Store, and accommodates about one hundred musicians. At one side of this gallery is a curtained enclosure containing the two “consoles” or keyboards, from which the Great Organ is played—one being movable, and operated by the organist, the other being a stationary console played by a mechanical player. A detailed description of the Great Organ, of unusual interest to the professional organist and the layman alike, will be found on pages 29-32.





The Grand Court in the Wanamaker Store, Philadelphia, containing  
the Largest Organ in the World





View of  
“Jewelers’ and Silversmiths’ Hall,”  
taken from the Thirteenth Street end.

The Chestnut Street Front of the Main Floor—showing a part of the Jewelry Store, and beyond it the Sections devoted



# THE GREAT BRONZE EAGLE

## IN THE GRAND COURT

**I**N the center of the Grand Court is a magnificent bronze eagle which many stop to admire, and indeed it is unique from many points of view. The only thing of its kind in the world, it was originally made for the German Exhibit of Arts and Crafts at the Louisiana Purchase Exposition (St. Louis, 1904) and, with the rest of the exhibit, was purchased by the Wanamaker Store at the close of the Exposition. It is a magnificent example of modern German art, and is valued at \$10,000.

It was forged in the foundry of Armbrüster Brothers, Frankfort, Germany, after a half-size model by August Gaul, the Berlin sculptor, who also furnished a separate model for the head. The "Durana" bronze which they used has a peculiarly warm luster, like that of gold, and can be safely put in the open air without being painted.



**BRONZE EAGLE**  
In the Centre of the Grand Court



**Bronze Figure**  
at Foot of  
Grand Staircase

**A**LL the parts—the heavy plates that form the inner structure, as well as the feathers and other surface parts—were made separately, and wrought by hand with chisel, file and hammer. Every individual feather on the head and body was modeled and fitted in place by hand. Such painstaking work resulted in a much more natural and lifelike effect than can be gained by embossed or cast work, but it involved more than five months of labor by a large number of highly skilled craftsmen. There are 1600 feathers on the head alone—and 5000 on the whole eagle.

Length from head to tip—9 feet 10 inches.

Height—6 feet 6 inches.

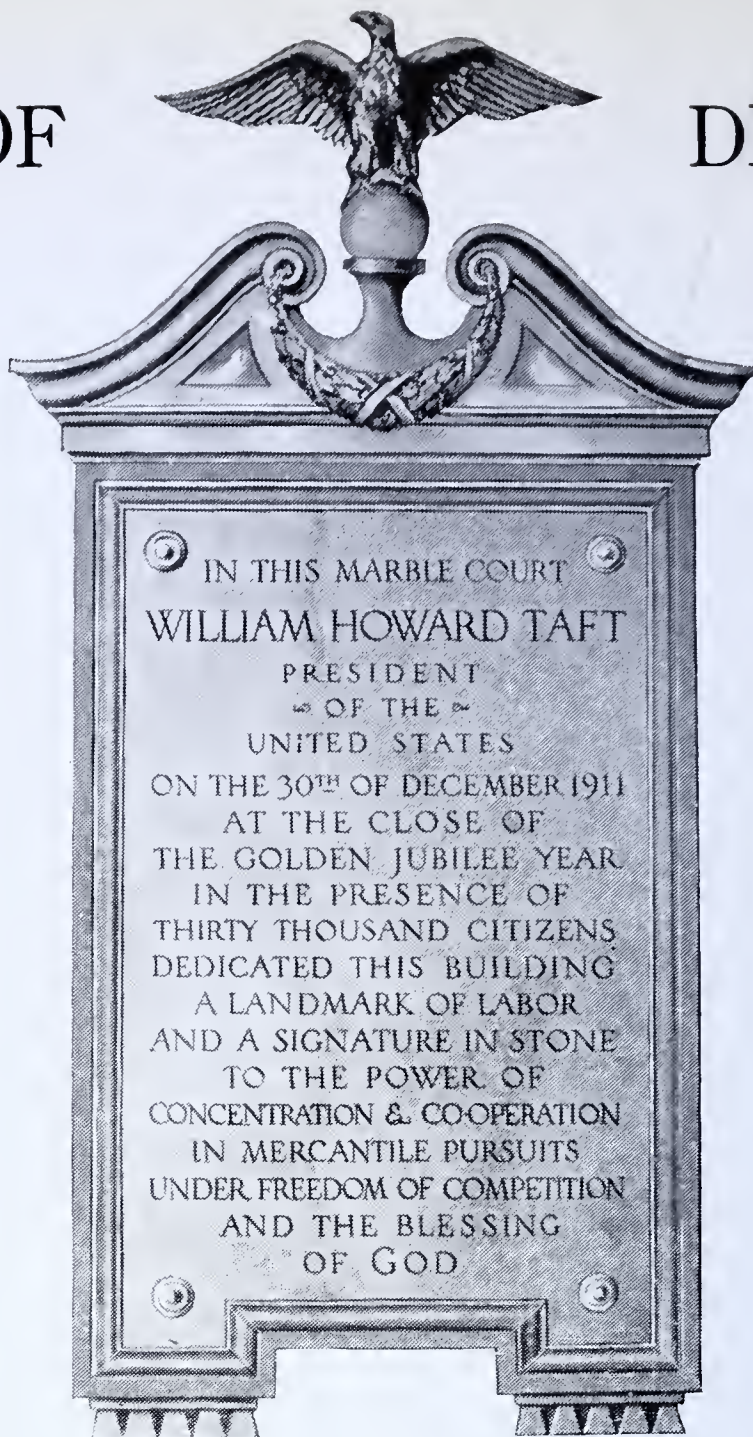
Width—3 feet 3 inches.

Weight of eagle—2500 pounds; of granite pedestal, 4500 pounds.



# TABLET OF

# DEDICATION



**Daniel H. Burnham**  
Architect  
of the Store



**William Howard Taft**  
President  
of the United States



Tablet of Dedication, to be erected in the Grand Court. The wording was written by President Taft, and read by him at the Ceremonies of Dedication at the close of the Jubilee Year.

STONE IN THE FLOOR OF THE GRAND COURT

THIS STAR LOCATES  THE PLACE WHERE  
THE PRESIDENT OF THE UNITED STATES  
WILLIAM H TAFT  
DELIVERED THE ADDRESS OF DEDICATION  
OF THIS BUILDING  
DECEMBER THIRTIETH 1911



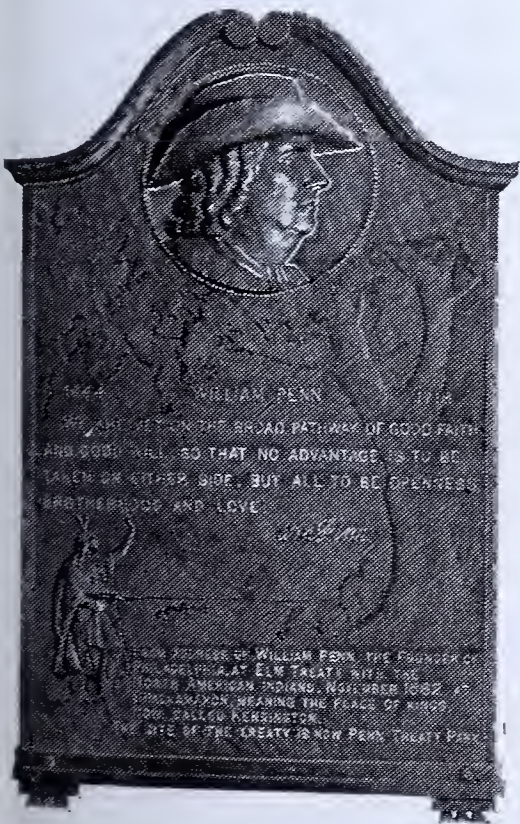
# PATRIOTIC TABLETS

*It is fitting that a great temple of merchandise in historic Philadelphia should be also a temple of patriotism. In these bronze tablets the visitor finds appropriate tributes to the makers and saviors of the Republic.*



LINCOLN TABLET

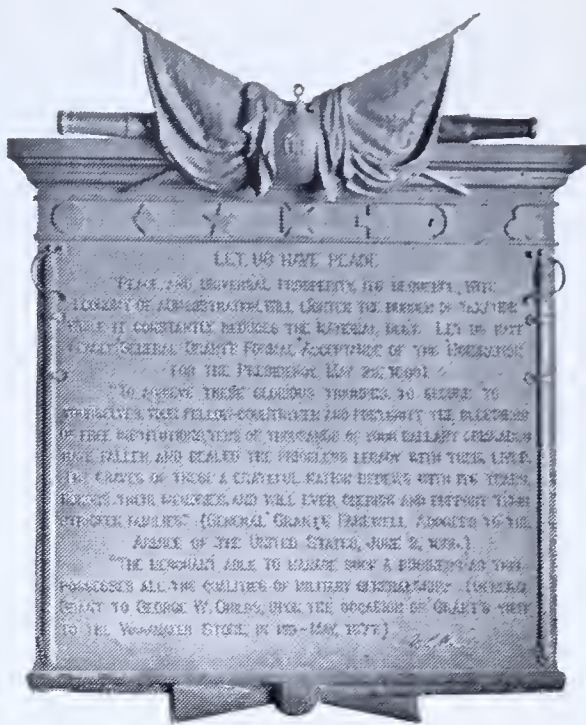
Lincoln's wonderful and immortal speech at Gettysburg appears on the tablet erected to his honor on the left of the Main Aisle, Market Street entrance. Brief and stirring, dear to all patriotic Americans, it is one of the most perfect creations in the English tongue.



PENN TABLET

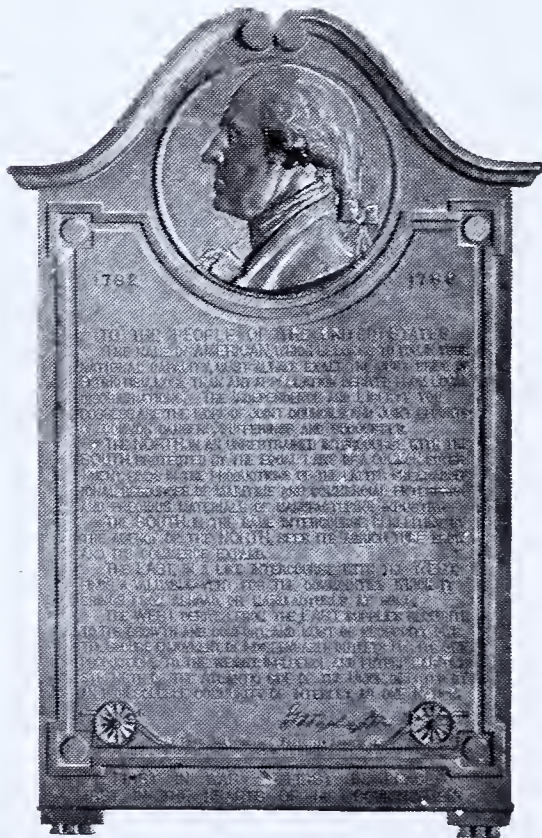
PENN TABLET

To the left of the Juniper Street entrance is the tablet erected to William Penn, the founder of the Commonwealth of Pennsylvania—the man who will live in our memories always as the exemplar of honor, fair dealing and righteous government.



GRANT TABLET

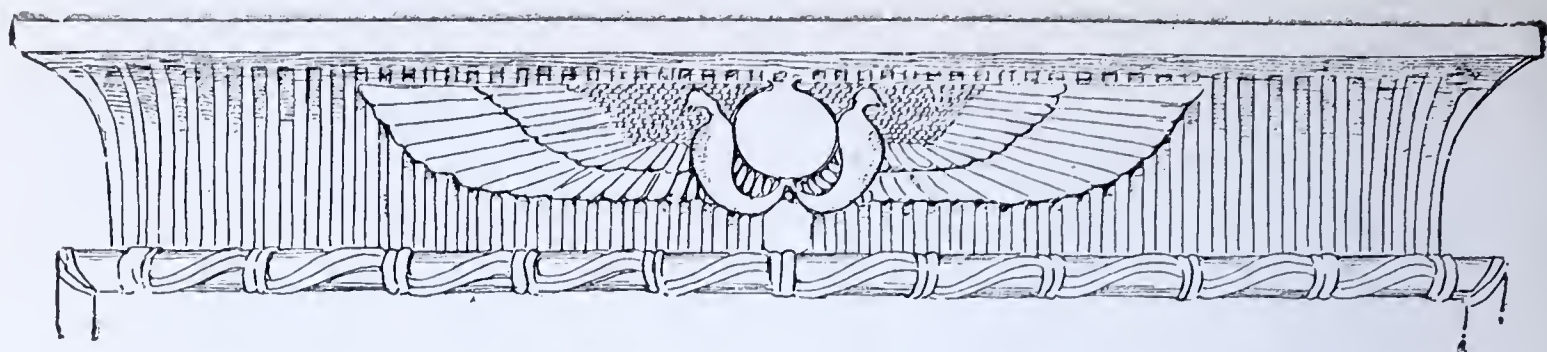
On the right of the Main Aisle, Market Street entrance, is the Grant tablet, embodying in bronze some of the greatest sentiments of that noble soldier-statesman who, as the Civil War closed, said to his countrymen: "Let us have peace!"



WASHINGTON TABLET

Above is shown the Washington tablet, erected in the West Aisle, on the right of the Juniper Street entrance. "To the People of the United States"—the deathless message of the Father of His Country to his compatriots in his Farewell Address.





## READ THESE INTERESTING FACTS ABOUT THE STORE

**T**HE new **Wanamaker Store** occupies an entire city block in the heart of Philadelphia, next to City Hall, covering an area 480 feet long and 250 feet wide. It rises to a height of 247 feet above the sidewalk, being twelve stories in height above ground and three stories deep below the street. Foundations extend 12 feet below this, or 46 feet below the street.

**Total height.**—From sub-basement floor to roof, 281 feet.

**Total floor area.**—Nearly 45 acres, or 2,000,000 square feet. This would make a path 250 feet wide and 11-3 miles long; or, if laid out on Market Street, would cover its width from Delaware Avenue out to Forty-fourth Street.

**Style of architecture.**—Roman-Doric.

**Interior construction.**—Concrete and marble on a framework of steel. The walls of each story are carried independently. Any one of the stories could be removed without disturbing the other stories.

**Exterior.**—Maine granite.

**Fire protection.**—The building is divided into three cross-sections by two fire walls running from Thirteenth Street through to Juniper Street. These three sections are known as "Market Street," "Central" and "Chestnut Street." Openings at three points through each wall, on each floor, are provided with double fire doors, which close automatically in case of fire. In these walls are spacious fire towers—two on Thirteenth Street and two on Juniper—extending the height of the building and each containing two stairways; these are always lighted and open, and are accessible instantly from any part of the Store.

**Elevators.**—Fifty-two passenger elevators, located in double banks in the fire walls, and sixteen freight elevators. All are of the "plunger" type, direct hydraulic; which means that the plunger piston travels up and down through a hole drilled through the solid rock directly under the elevator to a depth corresponding with the height that the elevator

travels. The plunger in each instance rests upon a cushion of water which, in its descent, it displaces, and hence cannot fall. Besides these there are ten electric dumb-waiters, from the stockrooms direct to the selling floors; and four double spiral chutes, from the top of the Store to the sub-basement—all of these for the quicker handling of merchandise.

**Power and light for the Store.**—These are furnished from the outside, by means of the gigantic Wanamaker power plant, on Ludlow Street, near by. Installed in this plant are:

Eight 600 horse-power high-pressure water-tube boilers.

Three 500 horse-power vertical compound steam engines.

Two 1500 horse-power vertical compound steam engines.

Four high-duty pumps, equal to a capacity of 9000 gallons per minute, for the elevator service; the house service pumps are in addition.

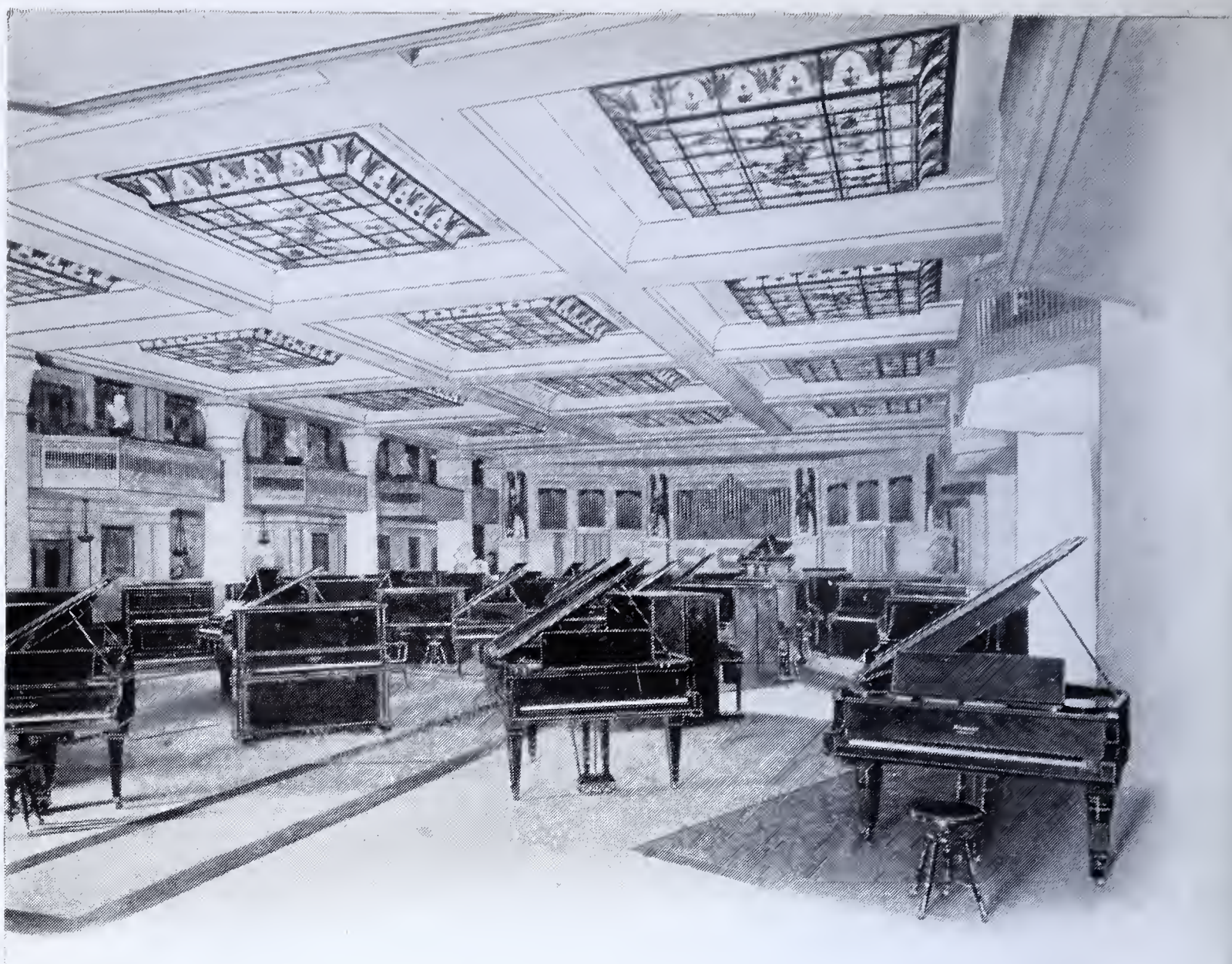
**A refrigerating plant**—consisting of two 75-ton ice machines and other paraphernalia necessary to a high-class refrigerating plant, furnishing cold air for the kitchen and the fur storage vault. For the fur storage alone the ice machine produces, in cold, the equivalent of one hundred and fifty tons of ice daily, to keep the temperature of the vault at the desired point.

**The electric plant** has a capacity of 3050 kilowatts, or 27,700 ampères, of current—the equivalent of 5500 arc lights, or more than 55,000 incandescent lamps of 18 candle-power. The plant is easily capable of developing 25 per cent. more than these figures.

**Heating and ventilation.**—The air in the Subway Floor, Gallery and sub-basement is changed every six minutes, being removed by suction as fresh air is admitted. All air comes in through an air-wash, which removes all dust and suspended matter, and is also, in winter, passed through heating coils. The upper floors are heated by direct radiation, and the ventilation is secured by the admirable arrangement of high and wide windows, high ceilings, and the great air-shaft in the center of the Store.







**EGYPTIAN HALL, Where Music Lovers Will Find the Greatest Pianos in the World**

## EGYPTIAN HALL

**I**T is no small achievement to revolutionize the selling of pianos—to lift merchandise of such nobility out of the bondage of unfair and undignified barter. Yet this is what the Wanamaker Piano Stores have done since 1899. The entirely new principles then announced were regarded with skepticism and disfavor by the “trade”; but their rightness has been proved many times over by the character and size of the patronage which the Wanamaker Piano Stores enjoy today.

People like to buy in a trustworthy piano store which puts just one plain, honest price on each price-tag, and holds to that with no possibility of haggling; tells the absolute truth about its pianos and players; puts the “time” and the “cash” purchaser on precisely the same footing so far as the actual price of the piano is concerned; and sets a really fair estimate on the value of used pianos taken in exchange.

The chief of the many interesting rooms where Wanamaker pianos are sold is Egyptian Hall, an immense auditorium on the Second Floor, Market Street, filled with a wonderful collection of fine instru-



ments, which are removed when a public concert is to take place. This hall, seating 1400 people, was planned in Egyptian design—Egypt having been the earliest nation to cultivate the art of music.

**A**DJOINING are several smaller rooms—Greek Hall, Moorish Room, Byzantine Chamber, Empire Salon and others—the whole forming a unique background to a musical activity which does not by any means stop with the selling of musical instruments. For the Wanamaker Store has always had its part in the musical education of the public, and has, moreover, done much to train its younger employes in music. Egyptian and Greek Halls are frequently used for free public concerts, illustrated lectures, musical festivals, and the like. Both hold fine organs, and the platform in Egyptian Hall seats a chorus of 500.

The Wanamaker musical organizations among its younger people include the John Wanamaker Chorus, Male Chorus, Junior Chorus, and Orchestra; and those in the John Wanamaker Commercial Institute are the Military Band, Junior Boys' Military Band, a Bugle and Drum Corps of boys, and one of girls. All these are frequently heard in concerts given in Egyptian and Greek Halls.



EGYPTIAN HALL, as it Looks When Used as an Auditorium. Seen from the Stage





## THE MEN'S CLOTHING STORE

**G**ROWTH!—this great Store is full of evidences of growth, evolution, progress, but nowhere, perhaps, are these evidences more marked than in the Men's Clothing Store on the First Floor pictured above. What it started from is shown below in the quaint old drawing of Oak Hall, at Sixth and Market Streets, where, in 1861, John Wanamaker began his career as a merchant. Oak Hall was unimposing, but the clothing business begun there has grown into the largest men's clothing business in the world and on the mercantile principles there enunciated this whole great Store has been built.



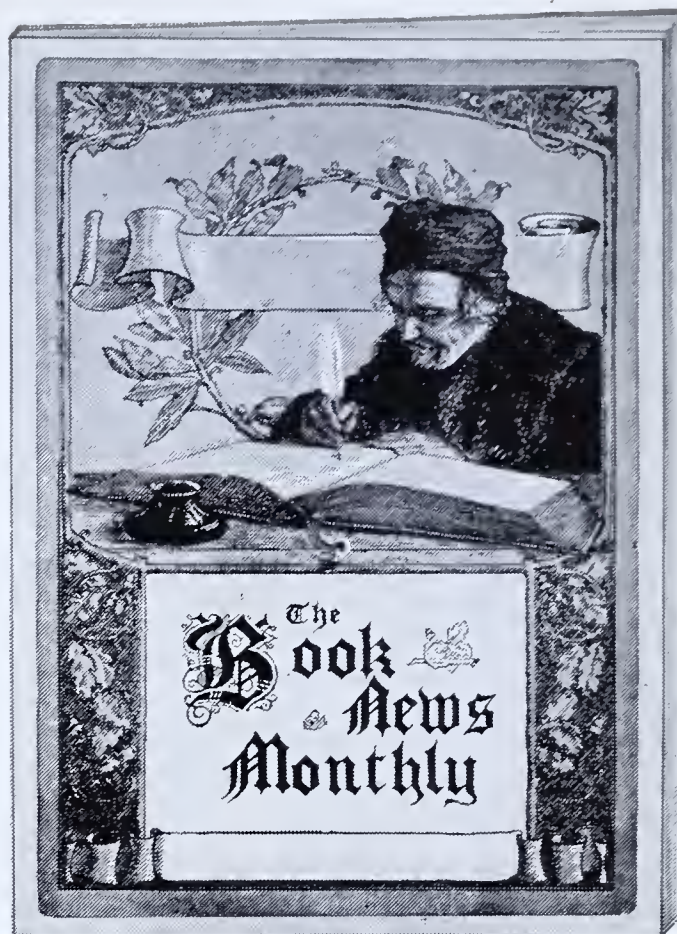
For men, at least, this Clothing Store is indeed one of the things to be seen at Wanamaker's—with its great area, abundant light, intelligent service, and its crystal cases full of an immense variety of garments. Finally, it offers the assurance of a strictly "All-Wool" policy, adopted early in the business by its founder, and never departed from in all the years that this great Men's Clothing Store has been growing.



# A GREAT BOOKSTORE

NO lover of books can afford to pass through Wanamaker's without giving himself a taste of that charm which a really good bookstore always possesses—the true bookish charm that characterizes the one built up here. A many-sided store this; for with all its wide range of beautiful, luxurious, and rare books—the bibliomaniac's delight—it is also indisputably a "popular" bookstore, having literature for every taste, from the latest novel to the rarest works of old authors and printers.

Here "many men of many minds" rub elbows, hunt their old favorites and find new. Those interested in foreign publications will find them on the tables in this bookstore almost as soon as they are published abroad, and all magazines are ready on publication day.

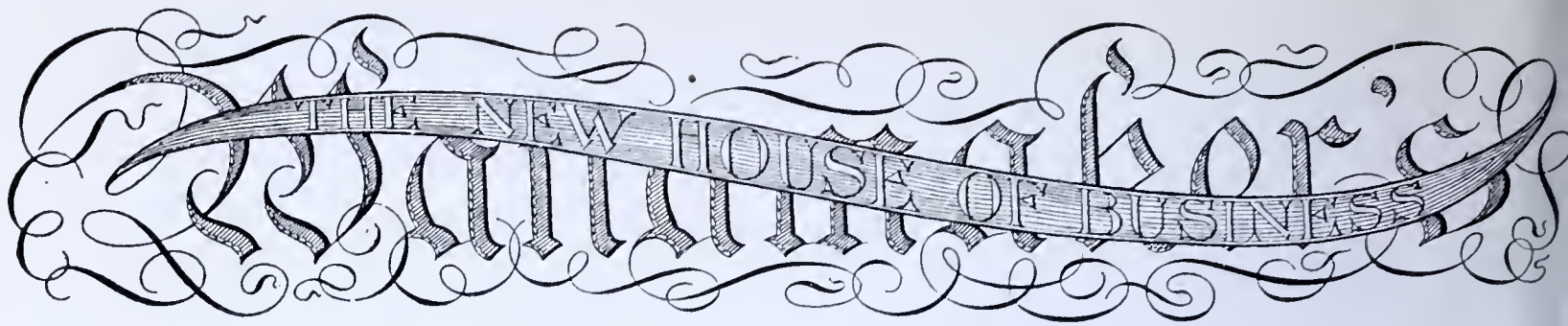


HERE is a book magazine out of the ordinary—a keen, vital and sympathetic review of current literature—the Wanamaker **Book News Monthly**. 10 cents a copy, \$1 a year.



THE WANAMAKER BOOKSTORE, ON THE MAIN FLOOR





## PIONEER PRINCIPLES OF THE WANAMAKER STORE

**M**ORE than fifty years ago, in the earliest days of what was to become the great Wanamaker business—those days when the boy John Wanamaker was struggling to make a little store successful, and dreaming of changes which were to revolutionize retail merchandising—in those days there grew up some Pioneer Principles.

The principles which this young merchant formulated for his men's clothing business were startlingly radical, unheard-of among shopkeepers and shoppers alike, and for years they were condemned and derided. The modern generation can hardly realize that store practices which are now taken for granted were fifty years ago quite unknown. It was for John Wanamaker to originate them, persist in them, and prove their value to the public.

Here are the principles for which the Wanamaker business stood a half-century ago—they are still its cardinal points:

1. *To have one absolute fixed price, plainly marked and not to be changed by argument, for every piece of merchandise.*
2. *To sell only trustworthy goods, labeled truthfully; to sell as "wool" only what was genuinely all wool, and to mark mixtures as such; to label "seconds" honestly, even if the people could not tell the difference.*
3. *To welcome people to the Store without urging them to buy.*
4. *To take back purchases that proved not satisfactory, and refund the money.*
5. *To establish new, fair and agreeable relations between merchant and customer, with confidence and satisfaction on both sides.*



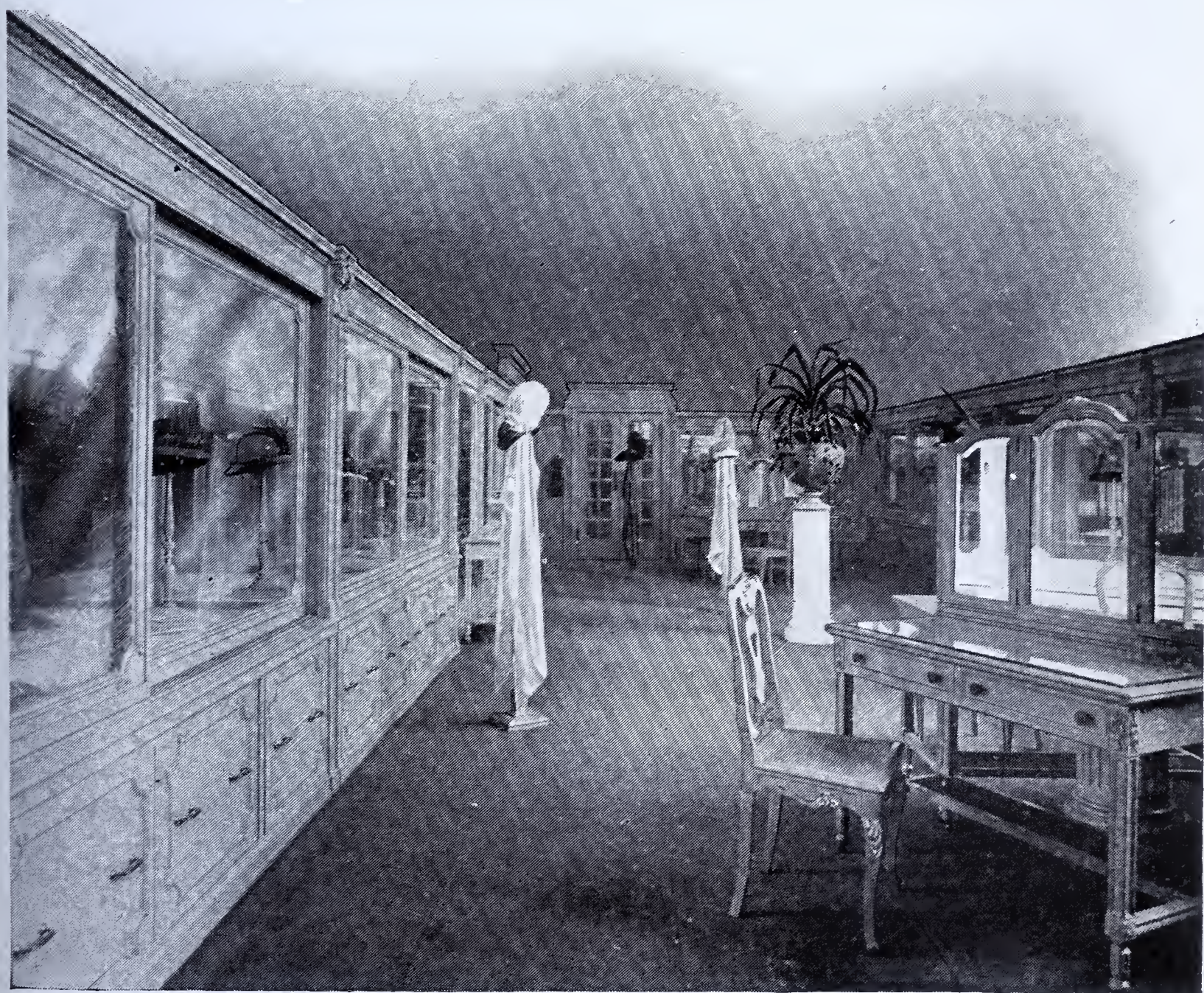




## THE LITTLE GRAY SALONS

**F**OREMOST among the spots in this great Store that attract women shoppers are the delightful rooms known as the Little Gray Salons. They form a series annexed to the various departments which sell women's apparel, and are planned to give seclusion from the usual shopping crowds and to enable women to select their purchases under the most ideal conditions of comfort, privacy and artistic atmosphere. To many women this opportunity, so seldom offered in this country, makes shopping a real delight.

These quiet little gray rooms are French in design, being furnished and finished and mirrored like the charming shops in the Place Vendôme and the Rue de la Paix. They are well lighted by real daylight, from wide windows; and for the woman selecting an evening gown there is one specially arranged room, with a miniature stage, electric-lighted, and planned to display such costumes in their natural surroundings.



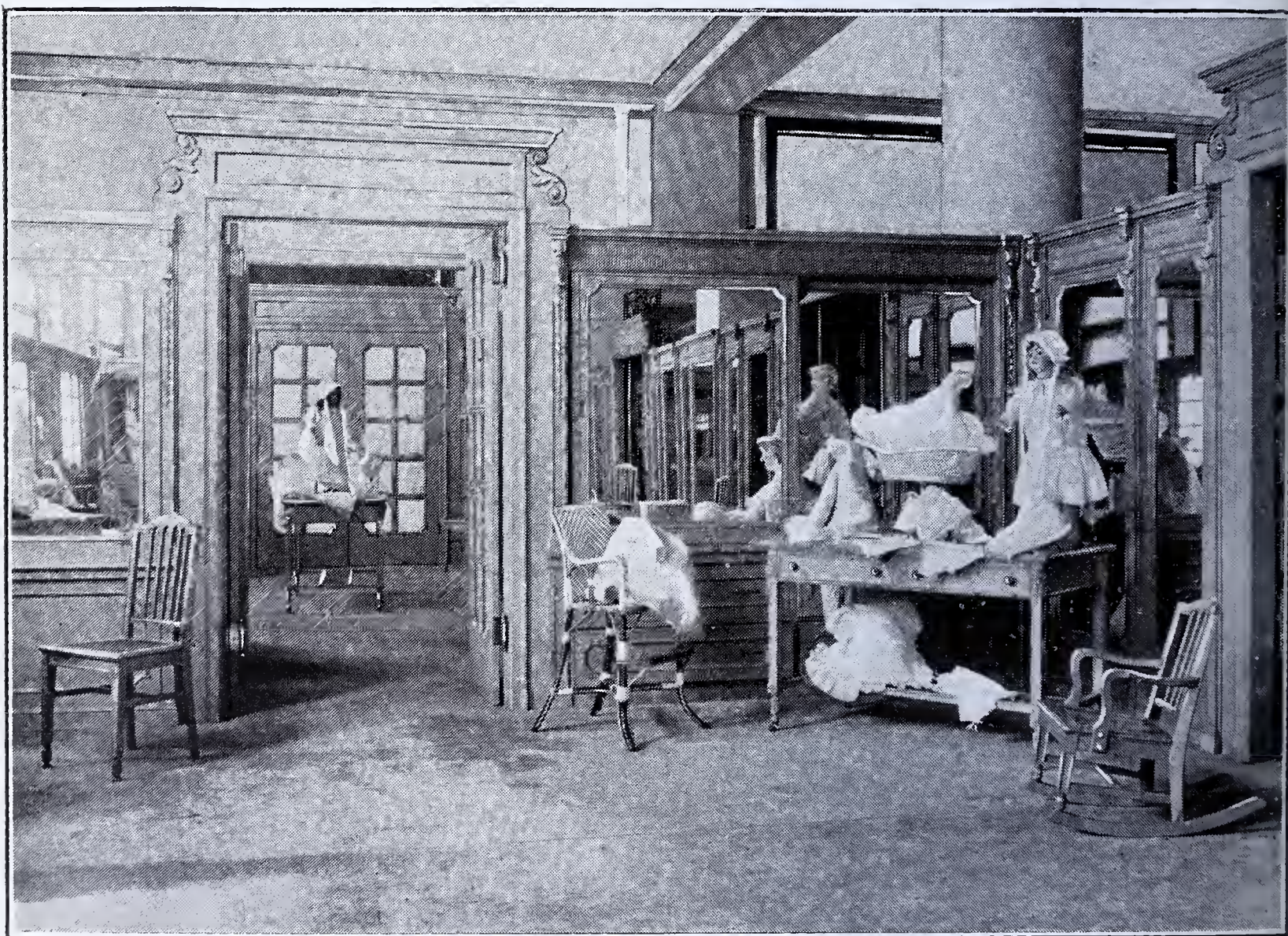
**A corner of the Little Gray Salon where the hats of  
Madame Marcelle Demay are shown**



In all these Salons the merchandise shown is most exclusive and beautiful, whether gowns, furs, wraps, corsets or lingerie. The saleswomen in charge may be commanded for careful help and intelligent suggestion when these are needed.

The Little Gray Salons devoted to Outer Apparel—on the First Floor, Central Division—are especially appealing to every woman, whether she wishes an elaborate dinner gown or a simple house frock, a riding habit or a severe street suit. For here she is shown a wide variety of the best styles, each in its proper setting. One room is set apart for the woman who wears mourning; here she can find appropriate gowns and suits, at various prices, and make her selection in the privacy and quiet that she so desires. Girls and women who ride can equip themselves splendidly in the Salon devoted to habits and coats, and be assured of correct styles at reasonable cost.

Near by are the Dressmaking and the Coat and Wrap Salons. On the Second Floor are the charming rooms given over to French millinery, including the wonderful hats of Madame Marcelle Demay. Above these, on the Third Floor, is a series of Salons where one may find corsets, furs, Paris lingerie, and all sorts of garments and accessories for babies. Here, too, is the Children's Hair Cutting Shop.



**A glimpse of the Salons of His Majesty the Baby**





Here is a room full of the daintiest of French blouses, tea gowns, and lingerie

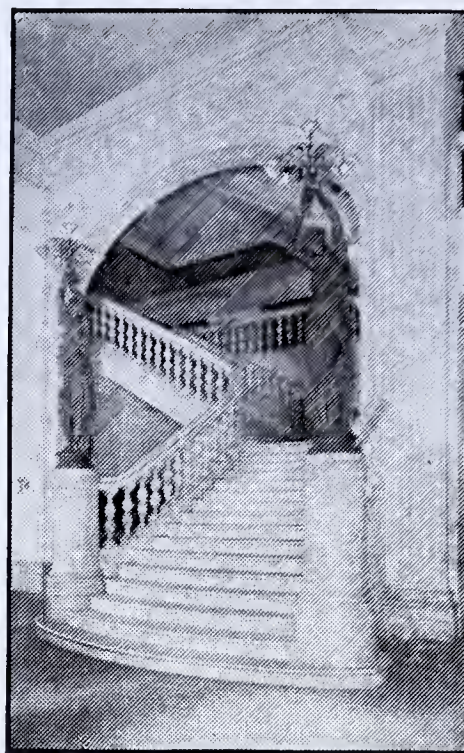


One of the Salons devoted to evening gowns for women

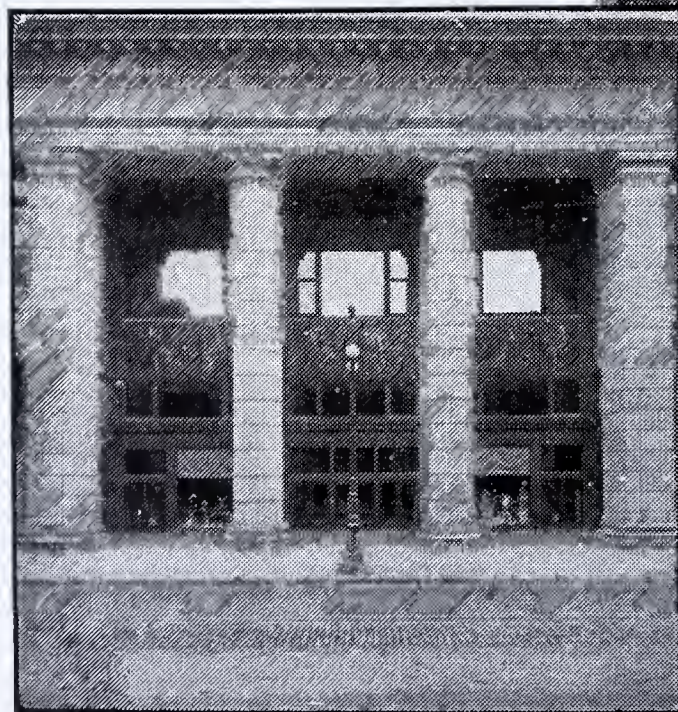


# THE WANAMAKER PHILADELPHIA

ONE OF THE SUPERB STAIRCASES OF WHITE MARBLE LEADING FROM THE MAIN FLOOR, WITH TWO GRACEFUL BRONZE FIGURES SUPPORTING CLUSTERS OF LIGHTS.



THE MAIN PHOTOGRAPH SHOWS AN INTERESTING VIEW OF THE GREAT WANAMAKER STORE TAKEN FROM AN UPPER FLOOR OF CITY HALL, EMBRACING THE MARKET STREET FRONT AND THE JUNIPER STREET SIDE, AND TAKING IN THE WIRELESS TOWERS. BELOW, ON THE LEFT, IS PICTURED THE IMPOSING CHESTNUT STREET PORTAL, LEADING INTO THE SPACIOUS MAIN AISLE OF THE STORE.





# NEW ER STORE LPHIA



AS ONE ENTERS THE DOOR AT THE CORNER OF MARKET AND JUNIPER STREETS, THERE STANDS AN HEROIC STATUE OF JOAN OF ARC. THE SCULPTOR HAS SUCCEEDED IN EXPRESSING IN BRONZE THE BRAVE AND BEAUTIFUL SPIRIT OF THE YOUNG PEASANT WHO OBEYED A MYSTIC CALL AND WENT FORTH TO LEAD HER COUNTRYMEN INTO BATTLE.

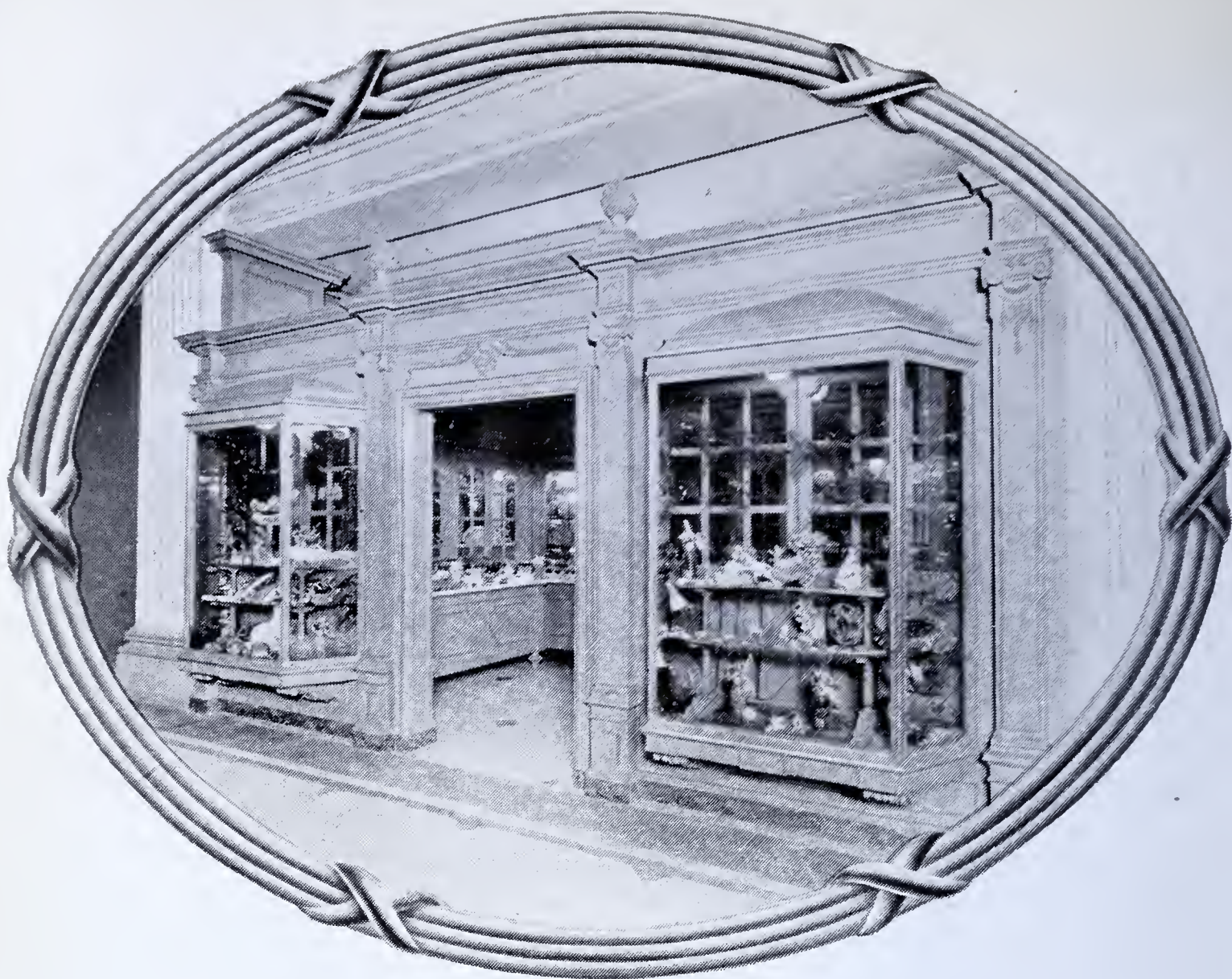
MANY THOUSANDS OF PHILADELPHIANS ARE FAMILIAR WITH THE CURIOUS AND CHARMING GLIMPSE THAT IS PHOTOGRAPHED BELOW. FROM THE CURVE OF THE JUNIPER STREET MOTOR ENTRANCE TO THE STORE ONE GETS A VIEW OF THE CITY BUILDINGS, WITH THEIR HIGH TOWER SURMOUNTED BY THE COLOSSAL FIGURE OF WILLIAM PENN.



AT THE FOOT OF THE PAGE, IN THE MIDDLE, IS SHOWN ONE OF THE TWO SPHINXES AT EITHER SIDE OF THE STAGE IN EGYPTIAN HALL, ON THE SECOND FLOOR OF THE STORE.







Wee, Dainty and Delightful, "Camée," on the Main Floor, Chestnut Street, Offers French Candies and Tarts in a Spot that Suggests Paris



Approved English Fashions for Gentlemen, and Motor Wear as Well, are to be Found in the London Shop, Subway Gallery, Chestnut Street



# PAINTINGS FROM THE PARIS SALON



"An Easter Fair in Brittany"—*Plauzeau*

ON the Seventh Floor the lover of pictures will find a number of interesting paintings which were originally hung in the 1913 Salon—many of them having had medals or Honorable Mention.



"Fountain at St. Cloud"—*Duval*

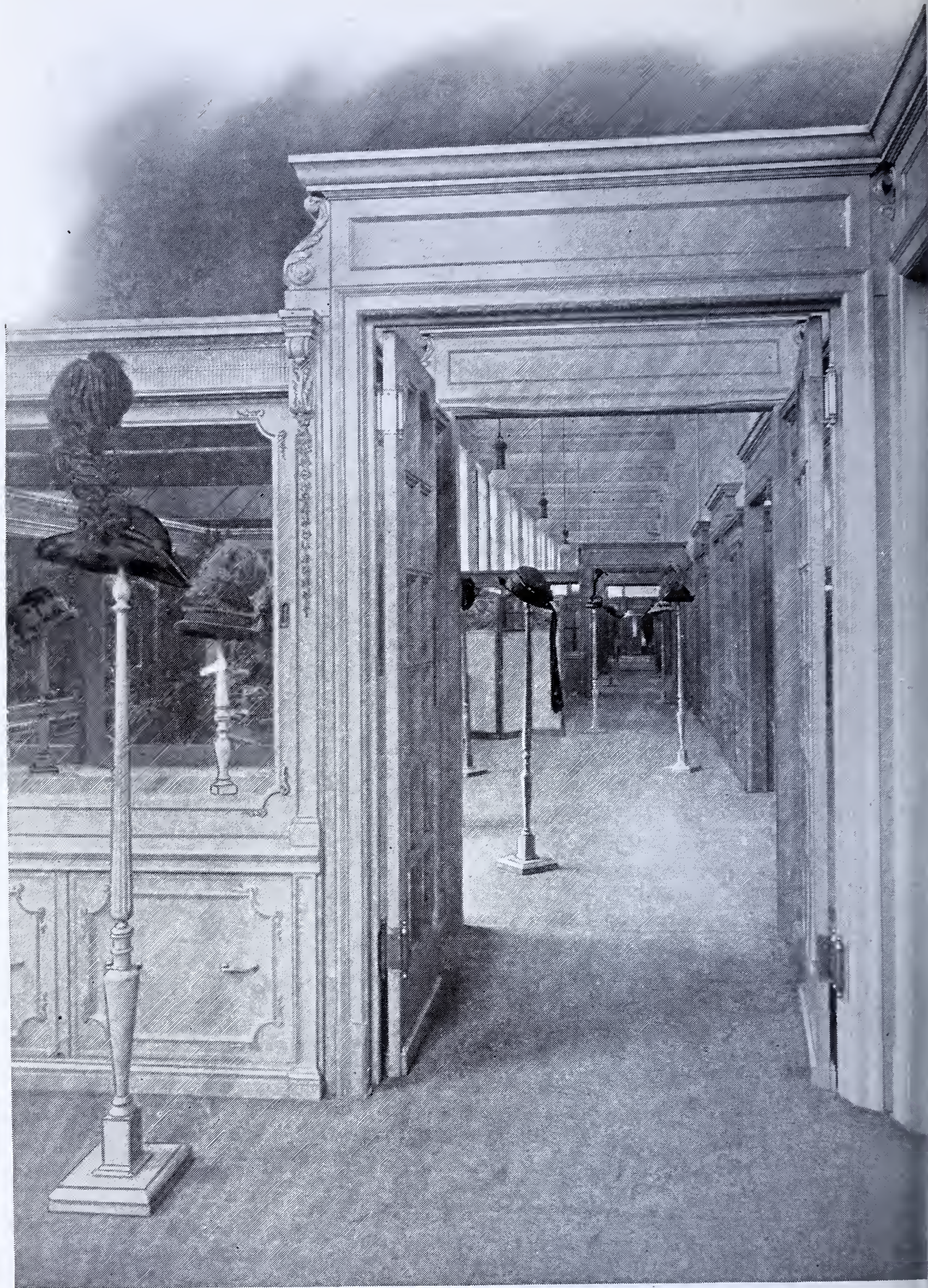
The three shown here have great charm in both color and sentiment. With these are many others equally delightful, from the most eminent of modern French artists.

Near by is a collection of remarkable pictures by the celebrated historical painter, Vacslav Brozik.



"Apple Blossoms"—*Desurmont*





The series of Gray Salons on the Chestnut Street front of the Second Floor offers a tempting vista to the woman who likes French millinery. Here one may find importations from Paul Poiret, Georgette, Lewis, Hermance Camille, Maria-Guy, Lucile, and Suzanne Talbot.



# THE INNER LIFE OF THIS STORE

ONE of the ideals of the Wanamaker business has always been the training of its employes to greater usefulness and self-development, and the organizations through which this is being accomplished daily have considerable interest for those concerned with modern educational, social or industrial conditions. Two schools, lower and higher—

**The John Wanamaker Commercial Institute, and  
The American University of Trade and Applied Commerce—**

give the employe an admirable education in common branches, business courses, and a few college subjects, with strong additional features of physical training, military drill, and instrumental and vocal music. The younger boys and the girls attend school for several hours each day, and there are also evening classes for those older. Occupational training includes practical, technical courses in specific lines such as fit the employe for his or her particular function in the business.

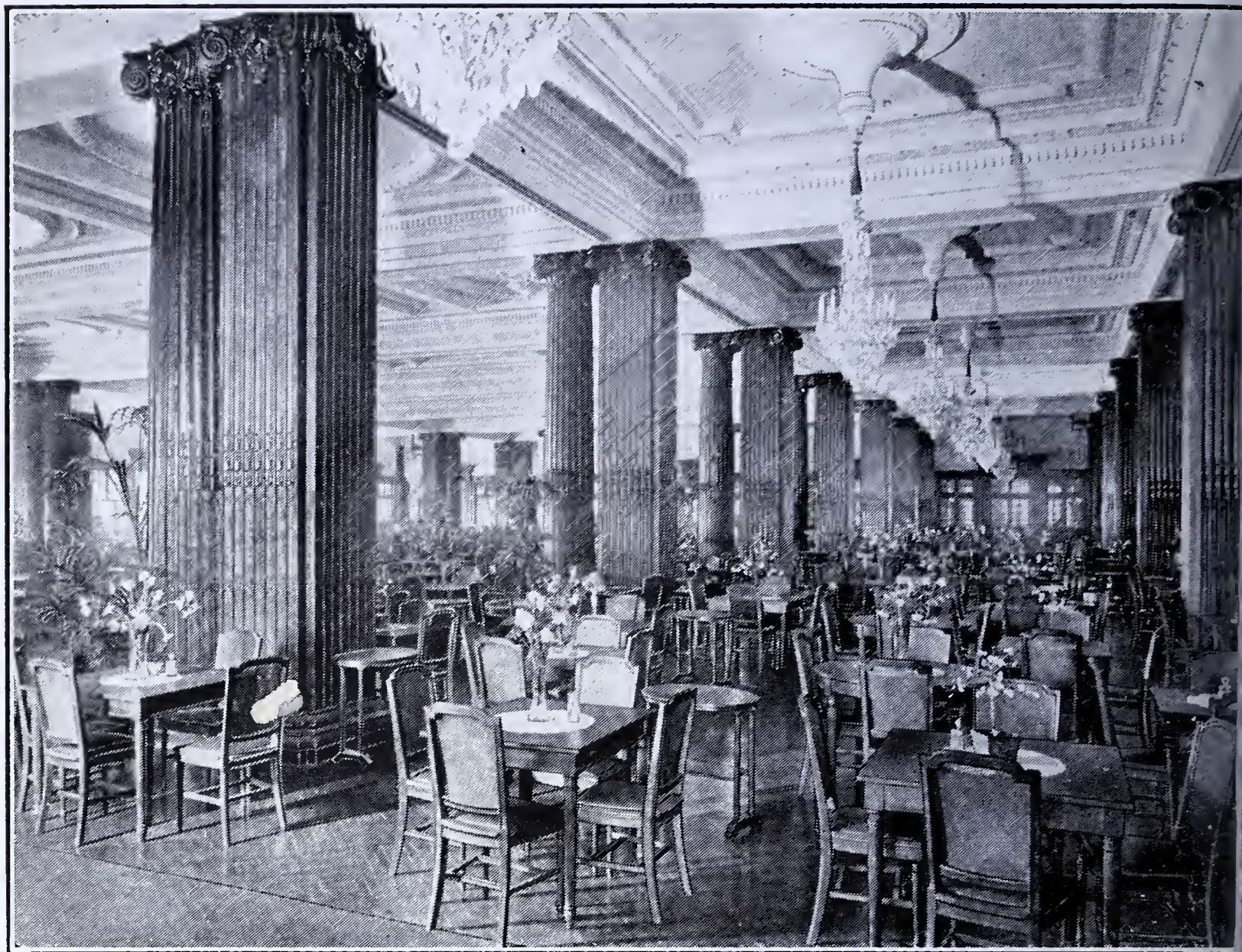
ALL this training is practically free, the occasional expense for books and items for personal use being small, and no pay being lost for the time spent in school. Many boys and girls grow up in the business, getting their whole higher education while they are earning. Social clubs and entertainments add a healthy note of recreation, and matters of health and hygiene are carefully watched by a competent medical staff, whose services are free.

Interest in music is fostered by singing classes, an orchestra and a junior orchestra, the Wanamaker Chorus, and boys' and girls' drum and bugle corps. The latter are connected with the military organization of the boys in the Store—the six companies forming the "First Regiment, J. W. C. I.," drilled according to United States Army regulations. Athletic activity among the girls consists chiefly of basket ball and tennis matches. The athletic association of the boys and men, called the Meadowbrook Club, has grounds not far from the Store, on the east bank of the Schuylkill, at Twenty-third and Market Streets.

Such interests as these unite the employes of the Store in a movement whose results cannot help benefiting themselves and the business they serve. The unique and interesting nature of this "Store family," as it is often called, and the educational and social activities which grow under its endeavors, are foremost among the notable things that characterize the Wanamaker Store.



# THE GREAT CRYSTAL TEA ROOM AND ADJOINING BANQUET ROOMS



GREAT CRYSTAL TEA ROOM

SINCE the opening of the Great Crystal Tea Room, in the Wanamaker Store, thousands of visitors have admired its unique architectural beauty and shared in its unusual capacity for serving diners. The Tea Room is the chief of a remarkable series of rooms constituting a feature of the Store which should not be missed.

Situated on the Eighth Floor and commanding a splendid view of the city and of the Delaware River—from the Pennsylvania Railroad Bridge above to the League Island Navy Yard below—the series comprises the Great Crystal Tea Room, the Imperial Blue Room, the Coronation Red Room, the Golden Jubilee Room, the French Banquet Salon, the private Mirror Room, the Rendezvous, and the extensive modern kitchens.

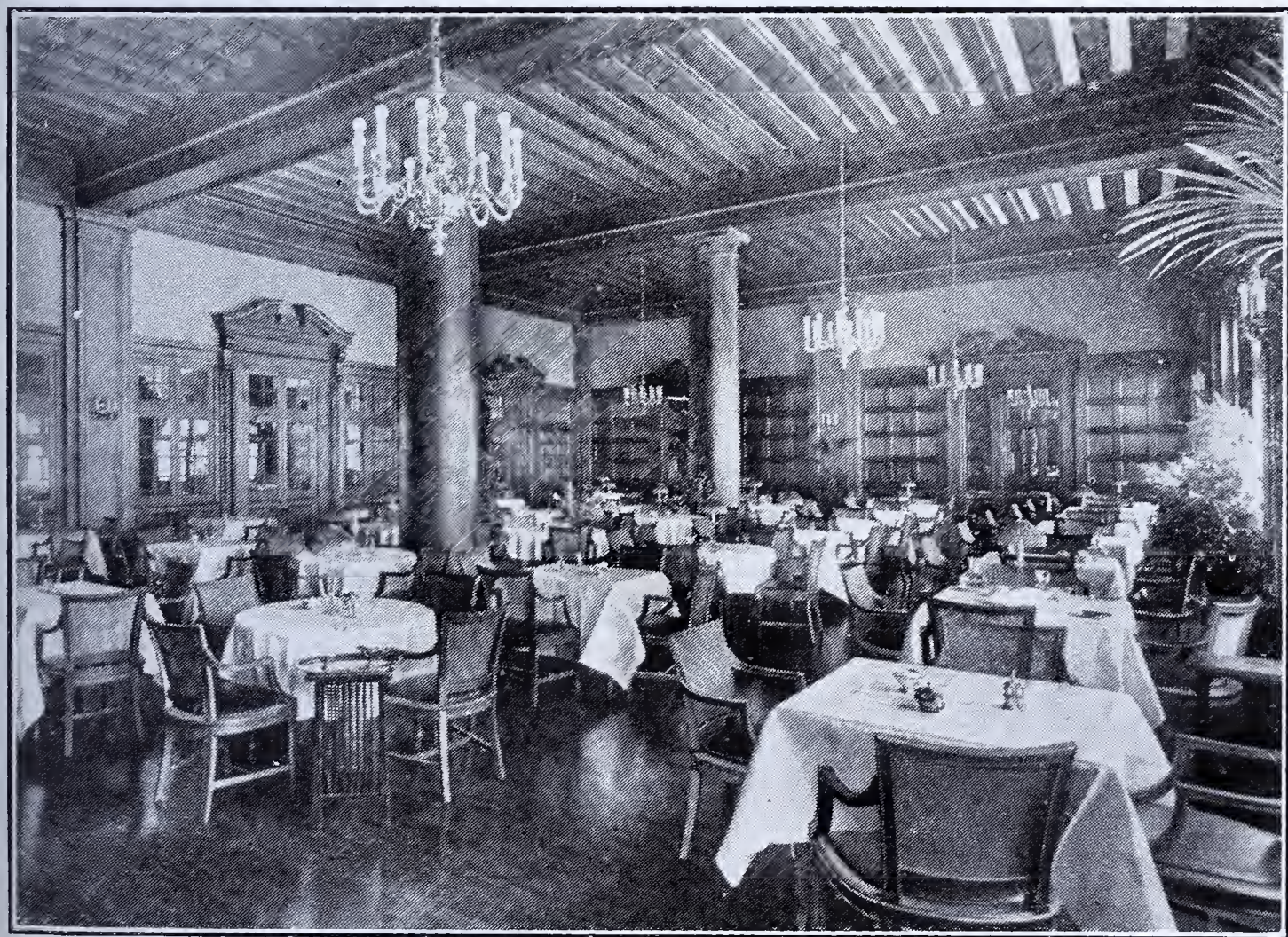
The Great Crystal Tea Room is the largest dining-room in Philadelphia, and one of the largest in the world. Alone it covers a floor area of 22,000 square feet. The seating arrangements easily accommodate fourteen hundred diners. The lighting facilities are



excellent, and the ventilating system provides a supply of air equal to 1,250,000 cubic feet an hour.

In general, the treatment of the room is Renaissance, in many respects modeled after the famous tea room in the house of Robert Morris, the financier of the Revolution, which stood at the corner of Sixth and High (now Market) Streets. The woodwork is oak in Circassian brown finish, with highly polished flooring of oak parquetry. From the remarkable lighting plan the room gets its name "Crystal." Rows of beautiful crystal reflecting chandeliers of a new sort hang from the ceiling between the great oaken columns; and when these are all alight throughout the immense room, the effect, combining with the white walls and rich brown woods, is brilliant beyond description.

EAST of the main Tea Room are three smaller rooms in somewhat the same designs, constituting the men's section. Nearest to the stairway is the Coronation Red Room. Adjoining this is the Golden Jubilee Room, serving luncheon to men, or to men accompanied by women. In both of these men may smoke. At the end is the Imperial Blue Room, used chiefly for private luncheon parties and small dinners. The Golden Jubilee Room is named for the jubilee of the Wanamaker store; the other two, in honor of the coronation of King George and



GOLDEN JUBILEE ROOM, EAST OF THE TEA ROOM





IMPERIAL BLUE ROOM

dred diners, is in Louis XVI style, finished in soft gray, special attention being given to the coloring, furniture, dishes, and other appurtenances. The cameo-like room next to it is called the Mirror Room where Louis XV types prevail; here small private luncheons are served.

The table cloths and napkins in all these dining-rooms are of double satin damask in effective designs, imported from Scotland; they are hand-hemmed by deft French workers. To care for this linen a special laundry has been provided, with drier, electric irons and gas stoves. The silverware is of Colonial design, with thread border, and each piece is stamped with a facsimile of the Wanamaker Store. French china of dainty pattern is used.

Queen Mary. All of them are artistic and architectural gems, the Golden Jubilee Room especially with the golden-brown tone, the high-paneled wainscoting and heavy beam ceiling that mark the Early English style.

QUITE different in plan and finish are the two rooms on the west of the Tea Room—the French Banquet Salon and the Mirror Room, both of them resplendent and magnificent examples of the highly decorated and artificial types which they represent. The French Banquet Salon, which will accommodate three hundred



MIRROR ROOM



The Tea Room is open during store hours, serving breakfast in the morning, luncheon in the middle of the day, and afternoon tea from three o'clock on. There is a large regular menu, with special dishes in season. A business men's table d'hôte luncheon is served in the Golden Jubilee Room. Persons wishing the use of any of these rooms for private luncheons, teas or dinners should apply to the manager of the Tea Room.

THE big kitchens designed to supply these dining-rooms can serve ten thousand persons at once, and are the most modern and convenient that expert knowledge can plan. They are open to visitors, and, under the direction of guides, they reveal a wonderful assemblage of late and improved devices for the saving of time and labor, and for the quick and effective preparation of all kinds of food. There is ample equipment for the serving of ten thousand oysters, and the big ovens will roast seventy-five turkeys at once.

Rows of large gas ranges are used for the cooking, and the mammoth refrigerators are built on a plan that dispenses with the use of ice and its inconveniences. The kitchen is also equipped with numerous baths and lockers for the use of its employes.



FRENCH BANQUET SALON

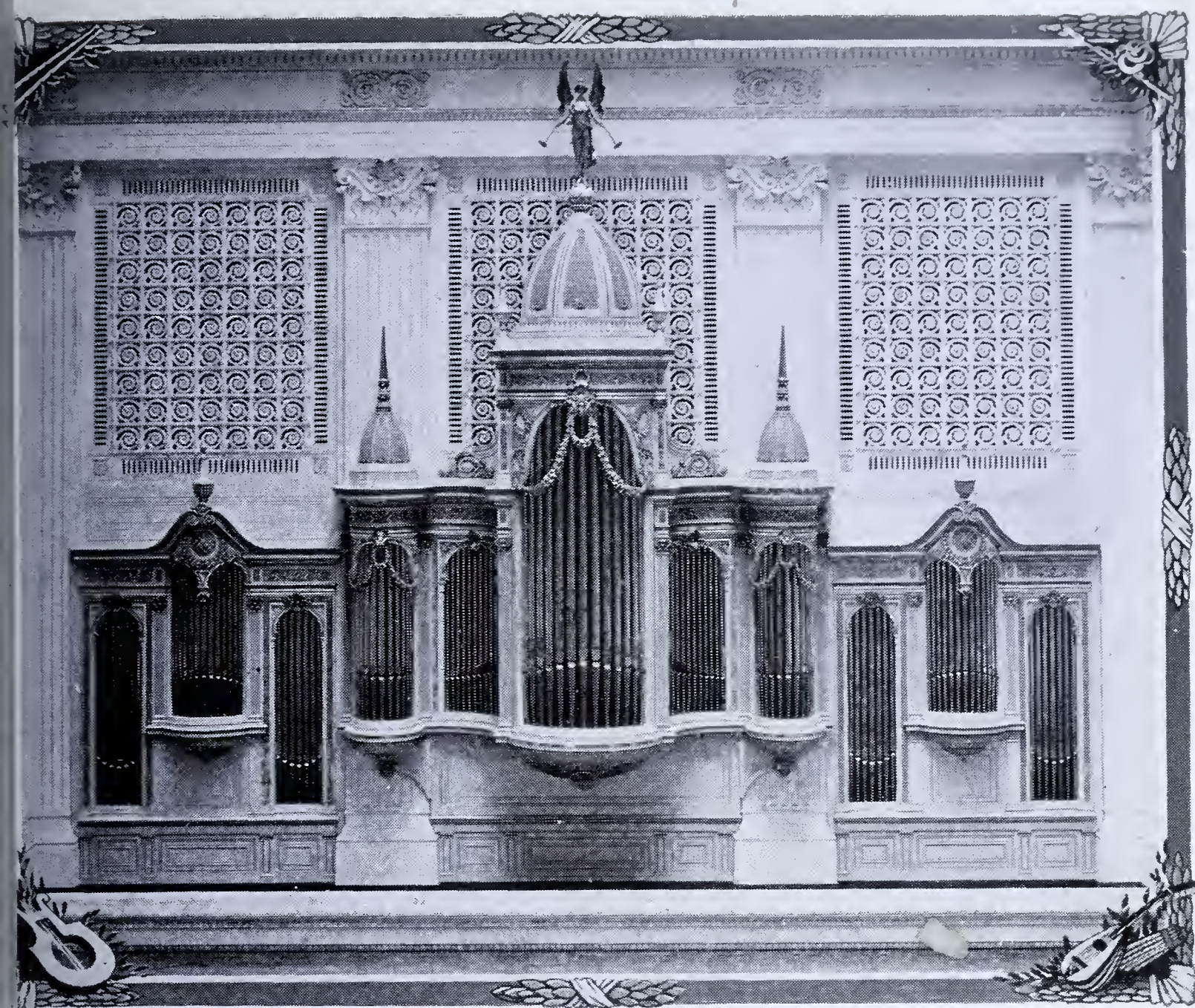
Adjacent to the Tea Room is the Rendezvous, where customers may meet each other or pass away spare time. It offers checking conveniences, telephone service, newspapers and magazines, and time tables. Here Store Guides may be obtained for regular trips through the Store, parties being made up every hour.





The Wanamaker Fur Vault, on the tenth floor, is the largest and most perfectly constructed cold-storage vault for furs within ninety miles of Philadelphia. It extends through the tenth and eleventh floors, and contains 161,000 cubic feet of space. The 24-inch walls, of cork and fireproof materials, together with the fine refrigerating system, keep the temperature uniformly at about 20° F.





## THE GREAT ORGAN IN THE WANAMAKER STORE

THE Great Organ in the Grand Court, whose music delights so many thousands of people passing through the Store each day, is dynamically the largest organ in the world (62½ horse-power). It was originally erected at the St. Louis Exposition in 1904, and was brought from there to the Wanamaker Store. Thirteen freight cars were needed to transport it, so incredibly many are the parts that go to make it.

But this is the largest building in the world containing an organ, and the acoustics of the Grand Court—so different from a church or an auditorium—demanded some delicate adjusting of this great musical instrument; all of its 141 speaking stops had to be re-voiced when it was set up. The task of erecting it took its builder several years.

Besides being unusually large, it inaugurates an entirely new and advanced system of tonal appointment and classification, which makes it a uniquely fine concert organ. It was built on the Fleming system, and erected by Mr. W. B. Fleming himself. By this tonal system a whole new world of effects and combinations is at the disposal of the performer.



The organ proper is built on the Grand Court, the first floor above the Main Floor, at the south end of the Court, and extends upward through two stories, occupying a space 65 feet wide, 26 feet deep (inside the columns), and 47 feet high. Within a curtained inclosure near by, on one side of the Grand Court on the First Floor, is the console, where the player sits, the keyboard being connected with the pipes by an electric cable 150 feet long.

The manual keyboard of this console (the parts controlled by the player's hands, as distinguished from the *pedal* organ) contains five banks of keys, or "claviers," each commanding a separate group of pipes, the five being called the Great Organ, the Swell, the Choir, the Solo and the Echo Organs. Each clavier has 61 keys. The number of speaking stops comprised in the manual is 141, and the pipes controlled by the manual number 8,907.

The Great and the Swell Organs each have two divisions, whose special functions greatly multiply the available tonal effects.

The Choir Organ also is given a new character, entirely flexible and expressive. From this keyboard are played the tubular chimes.

The mechanical expedient of the "double touch"—operated from the Great, Swell, or Choir keys, to any of which the Solo may be coupled at will—is possible in no other organ in this country and in few others in the world, and its value in obtaining richness and variety of tone is inestimable.

THE Swell Organ is in many points unique, representing an important and artistic step toward the perfect concert organ for the adequate interpretation of orchestral scores. Its two divisions include—in a range nowhere else equaled—all the stops which represent the wood-wind instruments and the strings of a full orchestra. The first division includes the strings. The second division, including the wood-winds, has no counterpart anywhere. Its tonal effects are almost infinite in their combinations. The use of all the 34 speaking stops in combination with each of the available pipes in the whole organ gives tonal and expressive combinations and effects to the number of 17,179,869,183—more than seventeen billion distinct and separate tones—without recourse to octave or sub-octave coupling or any multiplying device. If one of these tones were to be played each minute, day and night, it would take 32,600 years to play them all. In connection with the Swell Organ there is a piano, for harp effects. Precisely the same expressive effects are gained by this piano as though it were played directly on its own keys rather than by the organ keys. Particular care was taken in selecting the piano to be used in connection with the organ, to assure the maximum of satisfaction in its use. The choice finally fell on the gold-string Schomacker, whose flexibility and brilliance make it perfect for this purpose.



Unusual features appear also in the Solo Organ, devoted to imitative solo stops and representing also the brass-wind instruments.

The Echo Organ is the highest in the world, being located at the north end of the Grand Court, seven stories—125 feet—above the Main Floor. It is connected with the manual by an electric cable 560 feet long.

The Pedal Organ is the largest and most complete ever constructed, its tones ranging from the dulciana to the full strength of the 30 speaking stops and 1,152 pipes.

In addition to all this unique tonal appointment, the organ is provided with an array of couplers never before approached—33 altogether, coupling the claviers in various relations. All manuals are expressive except the first division of the Great Organ. In expressive powers and tremolants, the organ is peculiarly well equipped.

Of the two consoles, the one just described is movable, and the other is stationary, being devoted to a patent automatic playing device by which, through the use of two rolls at once, the most difficult and complicated scores can be played with the utmost accuracy and satisfaction.

The care of an organ of this magnitude—and it is considerable—facilitated in various ways. Numerous telephones connect the consoles, the Echo Organ, and various places among the pipes, so that workmen busy in different parts may communicate. There are three portable tuning keyboards, which may be carried to any parts needing tuning, so that no one need remain at the console. Since all the draw-stop action is regulated from the interior of the organ (as well as from the console), only one man is required for tuning. The whole organ is kept clean by the frequent use of a vacuum cleaner installed for the purpose.

## INTERESTING DETAILS OF CONSTRUCTION

The organ weighs 250,000 pounds. More than 80,000 feet of lumber were used to build it.

The pedal keyboard has 32 notes—each of the others has 61.

Number of pipes and speaking stops:

	Pipes	Speaking Stops
Great Organ .....	2,135	26
Swell Organ .....	2,867	34
Choir Organ .....	1,501	20
Solo Organ .....	1,367	18
Echo Organ .....	1,037	12
Pedal Organ .....	1,152	30
Total number .....	10,059	140
Or, including the Piano .....		141



Of these 141 speaking stops, 35 are stops of reed. In some cases there are seven ranks to one stop; and as there are 61 keys on each clavier, this means 427 pipes to that stop. There is also a seven-rank mixture in the Pedal Organ—a feature which is unique in the Wanamaker organ.

Lengths of pipe range from  $\frac{3}{4}$  inch to 37 feet 9 inches.

The largest pipe is of wood, 32 feet long, 27 inches wide and 3 inches deep, and weighs 1,735 pounds. It is large enough for a man to crawl through on hands and knees.

The largest metal pipe is 37 feet 9 inches long and 17 inches in diameter, and weighs 850 pounds.

The combination board has 1,616 automatic combination stops for securing various tone-color effects.

The blowing plant has one 40 horse-power blower, one 20 horse-power blower, one 2 horse-power, and two sets of storage batteries—one being charged while the other is in use. It also has a large motor generator for charging the batteries.

There are more than 7,000 open electric circuits inside of the organ.

The total amount of wind supplied by these blowers equals more than 11,000 cubic feet of air per minute.

**T**HE first occasion on which this organ was heard was Coronation Day, June 22, 1911, and at the very hour when King George and Queen Mary were crowned in Westminster Abbey—9 A. M. by our time, 2 P. M. by London time. “A musical and architectural triumph fittingly inaugurated on the day when a great American store rendered friendly salute to England’s King and Queen.”

Since that time, the playing of this organ has been a regular part of each day’s life in the Store—the usual hours being 9 A. M. and 5.15 P. M. The variety of music chosen ranges from favorite old songs to the best works of celebrated composers. At special seasons, such as Christmas and Easter, interesting programs are arranged, consisting of hymns, carols and other appropriate music. Thus, the organ has educational and æsthetic value, besides providing enjoyment for those who visit the Store.



Old Roman Organ as Represented on Medallions, Called “Contorniates,” Supposed to Have Been Struck in the Reign of the Emperor Constantine, A. D. 272-337.





# LITTLE HINTS

## ABOUT A GREAT BUSINESS

**M**ATTERS of course these are, to the men and women who join in the daily work of a great store like this; but to the "outsider" such random facts have a peculiar interest in suggesting the magnitude of retail merchandising on a large scale. Many of the figures here given could not be duplicated in any other Store in the world; and they all point to a superiority of service—in quality and variety—that is part of the reason why this Wanamaker Store is the greatest in the world.

By actual count, taken at every entrance, the number of people coming into the Store in one day exceeded 53,000. Of carriages and automobiles stopping at the doors there were nearly 600.

A delivery wagon or automobile makes over 600 stops a day.

Number of packages delivered in one day, 52,734.

Total number of employes, 7973.

In the Fur Vault there are over 50,000 pieces of fur sent by their owners for storage during the summer.

The Housefurnishing Store has for sale on its tables over 7000 distinct kinds of articles. Of refrigerators alone, there are 250 different samples shown. Of stoves of all kinds, 300 different sorts.

The Candy Kitchens use daily 500 pounds of nuts, 1000 pounds of chocolate for coating, and 3000 pounds of sugar.

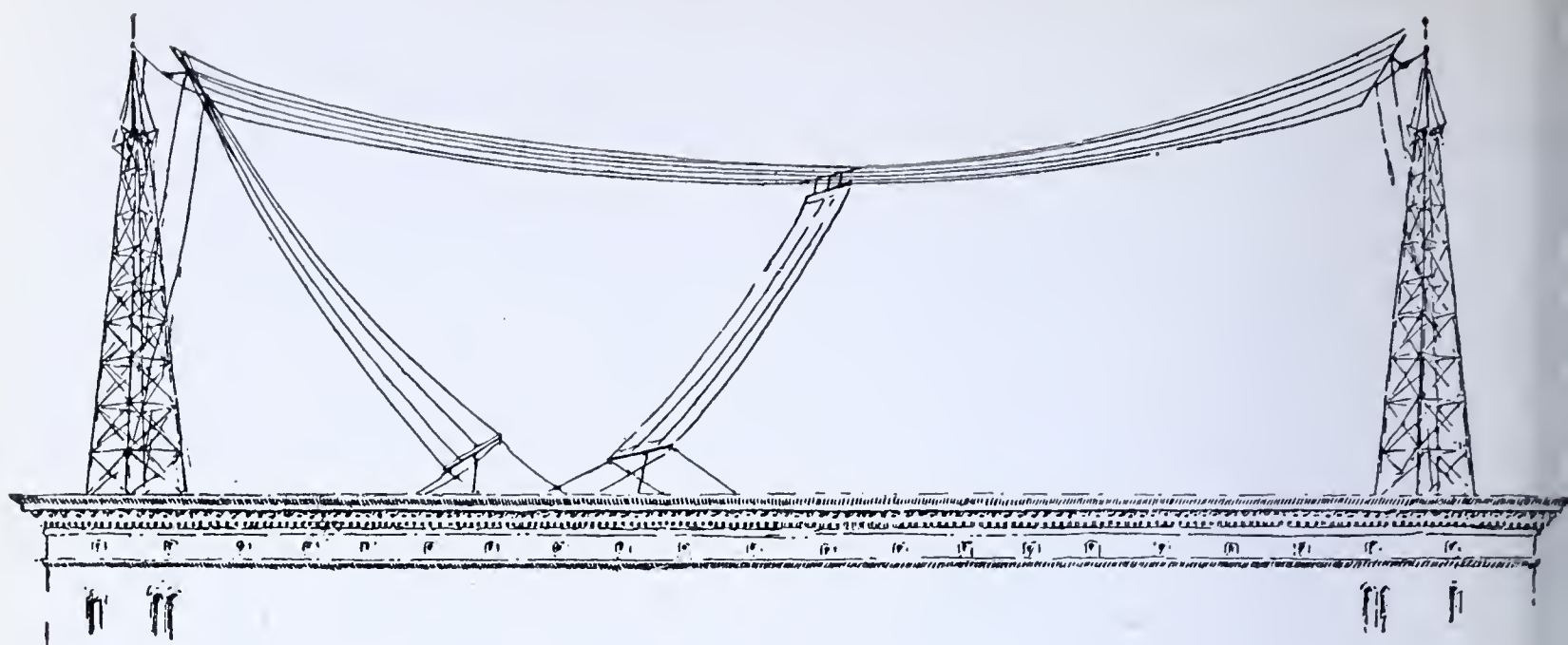
Pupils studying in the Wanamaker schools, 650; graduated, 875.

If the Hosiery and Underwear Section kept only one sample of each kind and size of men's, women's and children's hosiery and underwear that it has regularly in stock, it would mean 23,519 items—no two alike.

In the Furniture Section there are altogether 255,000 square feet, or very nearly six acres.

A record-breaking achievement in the Piano Stores was the selling of 294 pianos in a day, during a recent piano sale.





## “WANAMAKER WIRELESS”

**I**N 1878 the Wanamaker Store was the first store in the world to be equipped with electric lights. Again, it was first to install telephones as an essential part of its service to the public.

Keeping pace with this record for progress, the Wanamaker Stores became on Monday, May 22, 1911, the first great stores of the world to be equipped as official wireless telegraph stations for the service of the public, with the co-operation of the Marconi Wireless Telegraph Company. These stations are open for the receipt of messages during Store hours, and will send to any steamer one hundred and fifty or more miles away, if it has a Marconi apparatus. In the Philadelphia Store messages are taken at the Telegraph Office, Main Floor, West Aisle. The regular rate is charged—\$2 for the first ten words, and 12 cents for every additional word. (Rates are lower in the case of a few coastwise steamers.) Messages received at the station from steamers are delivered over land wires, the usual land toll being added.

**T**HOSE having accounts with the Wanamaker Store may receive and send messages and have them charged, if they desire. Incoming passengers from Europe may send orders to Wanamaker's *via* the wireless; the Store will fill them and, if desired, will have the goods at the steamer when it docks.

The Wanamaker stations in the Philadelphia and the New York Stores are next to the most powerful sending stations in the country being second only to that at South Wellfleet, Cape Cod, Massachusetts. The Philadelphia station has sent direct messages as far as Colon, Panama, a distance of two thousand miles, and incoming steamers report that they can copy Wanamaker messages a thousand miles out at sea. At night—when there are no sun rays—the sending power is even greater. The speed is the greatest in the country—more than forty words a minute can be sent.



From the Wanamaker Store the following

## PRINCIPAL RAILROAD AND TROLLEY LINES

are easily accessible, either right at the Store or within a block:

Pennsylvania Railroad—all lines of the system having their terminus at Broad Street Station, on the other side of City Hall Square.

Philadelphia and Reading Railway—its terminus being at Market and Twelfth Streets.

All trolleys coming in on Market, Chestnut and Thirteenth Streets—surface; and also these surface lines ending in the Subway at the Wanamaker Store: Chester Short Line, Darby, Angora, Lancaster Avenue, Haverford Avenue and Baring Street. Both surface and Subway (elevated) cars on Market Street go to and from the Delaware River ferries, and the Chestnut Street cars go to them.

## THE OFFICIAL PARCEL POST STATION

is on the Main Floor, Juniper Street side, connected with the official Post Office there. This was the first station in any Philadelphia store, and its functions are those of any official Parcel Post Station.

The Parcel Post is used by the Store to supplement the regular delivery service, and many purchases may be sent free under conditions depending on their weight, their price, and the distance to be covered. The Government plan of zones and units is followed. Parcels weighing four ounces or less will be delivered free anywhere in the United States when the purchase is one dollar or more.

## OTHER STORE COMFORTS AND CONVENIENCES

CABLE, TELEGRAPH AND WIRELESS MESSAGES—Main Floor, West Aisle, near the Juniper Street entrance.

CHECKING ROOMS—Subway Gallery, Juniper; Main Gallery Waiting Room, Juniper Street; and Rendezvous, Eighth Floor, Central Division.

EXPRESS AND SHIPPING OFFICE—Subway Gallery, Juniper Street.

INFORMATION DESKS—Reached by telephone from any point in the Store.

LOST AND FOUND—Subway Gallery, Juniper Street.

PHYSICIANS AND NURSES—Seventh Floor, Thirteenth and Market Streets.

PUBLIC STENOGRAPHER—Seventh Floor, Stenographic Bureau, Central Division.

POST OFFICE—Main Floor, Juniper Street.

TAXICAB STAND—Juniper Street Entrance.

TELEPHONES—Waiting Room, Main Gallery, Juniper Street; or Rendezvous, Eighth Floor. Telephones for public use are near every counter in the Store; these may be used free of charge from one part of the Store to another, and with the usual toll rates outside the Store.

TOILET ROOMS—Women's, Main Gallery, Second, Fourth and Sixth Floors. Men's, Subway Gallery, Third and Fifth Floors.

VISITORS' HEADQUARTERS—Rendezvous, Eighth Floor.

WAITING ROOMS—Main Gallery, Juniper Street; and Eighth Floor, Rendezvous.



## WHERE TO LUNCH IN THE STORE

Great Crystal Tea Room, Eighth Floor, Chestnut Street Division.  
Dairy, Subway Gallery, Central and Chestnut Street Divisions.  
Soda Fountain Lunch, Subway Floor, Chestnut Street Division.

## THE LOWER-PRICED STORE ON THE SUBWAY FLOOR

On the Subway Floor, Market Street and Chestnut Street ends, is located the Lower-priced Store, comprising clothing, home-furnishing needs and other miscellaneous merchandise. Here are found outer garments and underwear for men, women and children, millinery, toilet articles, dress goods and silks, leather goods, carpets and rugs, glassware and china, lamps and household linens. These represent the more dependable grades of low-priced merchandise, sold in airy, well-lighted surroundings, and with the characteristic Wanamaker service.

## SHOPPING ON A TRANSFER

If you wish to make a number of purchases in different parts of the Store on the same occasion, first get a "transfer" from one of the transfer desks (Subway Gallery, Juniper Street, or Main Floor) and present this with each purchase. In this way you will pay for everything at once, at the end, and everything will be delivered together. If you wish to *take your purchases with you*, be sure to ask for a red transfer sheet. Goods bought on a green or a brown transfer are *sent* through the delivery service.

## ORDERING GOODS BY MAIL

Customers who live at a distance and cannot conveniently do their shopping in person may be glad to know of our efficient Mail Order Section, with its corps of experienced shoppers and its quick and satisfactory service. Full information and samples are sent when desired.

## STORE TOURS

This great Store, with its many features of interest, well repays a tour, and visitors are invited to join the parties made up regularly at the Rendezvous on the Eighth Floor, near the Tea Room. A guide accompanies each group, and the time of departure is usually the half hour, nearly every hour throughout the business day. From three-quarters of an hour to an hour should be allowed for the tour.



# WANAMAKER STORE DIRECTORY

- ACCOUNTS, Main Floor, Juniper.  
 ADJUSTMENTS, Main Gallery, Market.  
 ANGELUS PLAYERS, Second Floor, Market.  
 APRONS, Third Floor, Central Division.  
 ART BRONZES AND STATUARY, Main Floor, Chestnut; and Fourth Floor, Central Division.  
 ARTISTS' SUPPLIES, Subway Gallery, Central Division.  
 ART NEEDLEWORK, Second Floor, Central Division.  
 AUTOMOBILES AND SUPPLIES, Subway Gallery, Chestnut.  
 BANNINGS, Fourth Floor, Chestnut.  
 BABY CARRIAGES, Third Floor, Market.  
 BABIES' CLOTHES, Third Floor, Chestnut.  
 BAGS AND GRIPS, Main Floor, Chestnut.  
 BATHING SUITS, Women's, First Floor, Central Division. Men's, Main Floor, Market.  
 BEDDING, Fifth Floor, Market.  
 BELTS, Main Floor, Grand Court.  
 BLANKETS, Fifth Floor, Market.  
 BICYCLES, Subway Gallery, Chestnut.  
 BOATS, Subway Gallery, Chestnut.  
 BOOKS, Main Floor, Thirteenth.  
 BOYS' CLOTHING, First Floor, Market.  
 BASKETS, Subway Floor, Central Division.  
 BRASSES, Subway Floor, Central Division; and Fourth Floor, Chestnut.  
 CAMERAS, Main Floor, Juniper.  
 CANDY, Subway Floor, Chestnut.  
 CARPETS, RUGS, MATTINGS, OIL-CLOTH, Fourth Floor, Market.  
 CHINA AND GLASSWARE, Fourth Floor, Central Division.  
 CLOCKS, Main Gallery, Chestnut.  
 CHECKING DESK, Subway Gallery, Juniper, and Main Gallery, Juniper.  
 COATS AND WRAPS FOR WOMEN, First Floor, Central Division.  
 CONTRACTS, Fifth Floor, Market.  
 CORSETS, Third Floor, Chestnut.  
 CREDIT BUREAU, Main Floor, Juniper.  
 CURTAINS, Fourth Floor, Chestnut.  
 CUSTOM TAILORING FOR MEN, London Shop — Subway Gallery, Chestnut. For Women, First Floor, Central Division.  
 CUTLERY, TABLE, Main Floor, Chestnut. Kitchen and Table, Subway Floor, Central Division.  
 DRESSING, Subway Gallery, Central Division.  
 DRESS GOODS, First Floor, Chestnut.  
 DRESS TRIMMINGS, Main Floor, Grand Court.  
 DRESSMAKING, First Floor, Central Division.  
 DRY CLEANING, Subway Gallery, Juniper.  
 ECCLESIASTICAL BUREAU, Main Gallery, Chestnut.  
 EGYPTIAN HALL, Second Floor, Market.  
 ELECTRICAL SUPPLIES, Subway Floor, Chestnut.  
 EMBROIDERIES, First Floor, Chestnut.  
 ENGRAVING, STATIONERY, Main Floor, Chestnut.  
 FIRE SETS, Subway Floor, Central Division.  
 FLOWERS, ARTIFICIAL, Subway Floor, Central Division.  
 FRENCH ROOM, Third Floor, Chestnut.  
 FURNITURE, Fifth and Sixth Floors.  
 FURS, Third Floor, Chestnut.  
 FUR STORAGE VAULT, Tenth Floor.  
 GAMES AND TOYS, Third Floor, Market.  
 GARDEN SUPPLIES, Subway Floor, Central Division.  
 GIRLS' AND MISSES' CLOTHING, Second Floor, Chestnut.  
 GIRLS' AND MISSES' MUSLIN UNDERCLOTHING, Third Floor, Chestnut.  
 GLASSWARE, Fourth Floor, Central Division.  
 GLOVES, Main Floor, Central Division.  
 GO-CARTS, Third Floor, Market.  
 GREEK HALL, Second Floor, Market.  
 HAIR GOODS, Main Gallery, Chestnut.  
 HANDKERCHIEFS, Main Floor, Grand Court.  
 HARDWARE, Subway Floor, Chestnut.  
 HATS, Men's, Main Floor, Market. Women's, Second Floor, Chestnut.  
 HOSIERY AND UNDERWEAR, Main Floor, Market.  
 HOUSEFURNISHINGS, Subway Floor, Central Division.  
 INFANTS' WEAR, Third Floor, Chestnut.  
 INTERIOR DECORATION, Fourth Floor, Chestnut.  
 JAPANESE GOODS, Fourth Floor, Central.  
 JEWELRY AND SILVERWARE, Main Floor, Chestnut.  
 JEWELRY REPAIRS, Main Gallery, Chestnut.  
 KITCHEN FURNISHINGS, Subway Floor, Central Division, and Chestnut.  
 KODAKS, Main Floor, Juniper.  
 LACES, Main Floor, Grand Court.  
 LAMPS, Fourth Floor, Central Division.  
 LEATHER GOODS, Main Floor, Chestnut.



## WANAMAKER STORE DIRECTORY—Continued

LINENS, FANCY, Second Floor, Central Division; HOUSEHOLD, First Floor, Chestnut.  
 LINGERIE, Third Floor, Chestnut, and Central Division.  
 MATTRESSES AND SPRINGS, Fifth Floor, Market.  
 MANTELS AND TILES, Fourth Floor, Chestnut.  
 MEN'S CLOTHING, First Floor, Market.  
 MEN'S FURNISHINGS, Main Floor, Market.  
 MILLINERY, Second Floor, Chestnut; and Subway Floor, Market.  
 MISSES' CLOTHING, Second Floor, Chestnut.  
 MOTOR APPAREL, Subway Gallery, Chestnut—London Shop.  
 MUSICAL INSTRUMENTS, Second Floor, Central Division.  
 MUSLINS, SHEETS AND PILLOW CASES, First Floor, Chestnut.  
 MUSLIN UNDERWEAR, Third Floor, Central Division.  
 NAPKINS AND TABLECLOTHS, First Floor, Chestnut.  
 NECKWEAR, Women's, Main Floor, Grand Court.  
 NOTIONS, Main Floor, Grand Court.  
 OFFICE FURNITURE, Third Floor, Market.  
 ORIENTAL RUGS, Fifth Floor, Market.  
 OPTICAL GOODS, Main Gallery, Chestnut.  
 PAINTINGS, Eighth Floor, Central Division.  
 PAPER — TABLETS, WRAPPING, CREPE PAPER, Subway Gallery, Juniper.  
 PARIS JEWELRY, Main Floor, Chestnut.  
 PARIS LINGERIE, Third Floor, Chestnut.  
 PARQUETRY FLOORING, Fourth Floor, Market.  
 PATTERNS, First Floor, Chestnut.  
 PERFUMERY AND SOAPS, Main Floor, Chestnut.  
 PETTICOATS, Third Floor, Central Division.  
 PHONOGRAPHS, Second Floor, Central Division.  
 PHOTOGRAPHIC SUPPLIES, Main Floor, Juniper.  
 PIANOS, Second Floor, Market.  
 PICTURES, Eighth Floor, Central Division.  
 PILLOW CASES, First Floor, Chestnut.  
 POST CARDS, Main Floor, Thirteenth.  
 REFRIGERATORS, Subway Floor, Central Division.  
 RIBBONS, Main Floor, Grand Court.  
 RUBBER GOODS, Main Floor, Chestnut.  
 RUGS, Fourth Floor, Market.  
 SACQUES, Third Floor, Central Division.

SCREENS, FOLDING AND PORC  
 Fourth Floor, Central and Chestn  
 Divisions.  
 SEWING MACHINES, Subway Floo  
 Central Division.  
 SHAWLS, Second Floor, Central Divisio  
 SHEET MUSIC, Second Floor, Mark  
 SHIRTS, Men's, Main Floor, Mark  
 Custom - Made, Subway Galle  
 Chestnut.  
 SHIRTWAISTS, Third Floor, Cent  
 Division.  
 SHOES, Main Floor, Market. Cl  
 dren's, Subway Gallery, Market.  
 SILKS, First Floor, Chestnut.  
 SILVERWARE, Main Floor, Chestn  
 SKIRTS, First Floor, Central Divisi  
 SMOKERS' ARTICLES, Subway C  
 lery, Chestnut.  
 SODA FOUNTAINS, Subway Flo  
 Chestnut and Market.  
 SPECTACLES, Main Gallery, Chestnut  
 SPORTING GOODS, Subway Galle  
 Chestnut.  
 STATIONERY, Fine, Main Flo  
 Chestnut. Commercial, Subway C  
 lery, Juniper.  
 STEAMER RUGS, Main Floor, Mar  
 STOVES—COAL, GAS AND O  
 Subway Floor, Central Division.  
 SUIT CASES, Main Floor, Chestnu  
 TABLE DECORATIONS, Sub  
 Gallery, Juniper; Subway Flo  
 Chestnut.  
 TALKING MACHINES, Second Fl  
 Central Division.  
 TEA ROOM, Eighth Floor, Chestnu  
 THREAD AND SILK, Main Fl  
 Grand Court.  
 TICKING, First Floor, Chestnut.  
 TOILET GOODS, Main Floor, Chest  
 TOYS, Third Floor, Market.  
 TRIMMINGS, Main Floor, G  
 Court.  
 TRUNKS, Subway Floor, Chestnu  
 UMBRELLAS, Main Floor, Chestn  
 UNDERWEAR, KNIT, Main F  
 Market. MUSLIN, Third F  
 Central Division.  
 UPHOLSTERY, Fourth Floor, Ches  
 VALISES, Main Floor, Chestnut.  
 VEILING, Main Floor, Grand Co  
 VELVETS, First Floor, Chestnut.  
 WAISTS, Third Floor, Central  
 sion, and Chestnut.  
 WALL PAPER, Fourth Floor, Ches  
 WHITE GOODS, First Floor, Ches  
 WOMEN'S SUITS, DRES  
 COATS, WRAPS AND SKI  
 First Floor, Central Division.  
 WRAPPERS, Third Floor, Ce  
 Division.  
 YARNS AND ZEPHYRS, Se  
 Floor, Central Division.